



Consortium for
Entrepreneurship
Education

EntrepreNews & Views

Building Tomorrow's Economy

Have you seen the NATIONAL STANDARDS FOR ENTREPRENEURSHIP EDUCATION?

At last we can define the field of entrepreneurship education as it relates to students at all levels of the lifelong learning model.

The Standards Toolkit gives you complete details about the 3 major sections containing 15 Standards and 403 Performance Indicators. The Toolkit is available FREE to all at www.entre-ed.org

Meet the Winners of the 2003 Leavey Awards

Now is the time to nominate outstanding educators for the 2004 Awards from the Freedoms Foundation. Deadline for applications is October 1.

These awards honor outstanding educators who excite a commitment in their students to the free enterprise system. Established in 1977, and now permanently endowed by the Thomas and Dorothy Leavey Foundation of Los Angeles, the program honors instructors who unleash the entrepreneurial skills of their students at the elementary, junior high school, high school and college level. Up to 20 cash awards valued at \$7,500 each are made annually. One award of \$15,000 may be made for an outstanding entry.



"The Leavey Awards in just a quarter century have become the most prestigious honor in the United States for teachers who create and implement programs that teach the free enterprise system to future generations," said Freedoms Foundation CEO Aaron Siegel. "The Freedoms Foundation is proud to host this important tribute and to celebrate our 27th anniversary partnership with the California based Thomas and Dorothy Leavey Foundation."

(Continued on Page 2)

All Entrepreneurship All the Time!



What could an elementary school and a community college possibly have in common? Entrepreneurship! Springfield Technical Community College's (STCC) Entrepreneurial Institute is a leader in student entrepreneurship education and business incubation for all ages. Lifelong educational opportunities for students have been critical to the success of growing entrepreneurship and economic development throughout western Massachusetts. The Institute focuses on all aspects of entrepreneurship education, ranging from K-8 elementary entrepreneur programs to a two-year associate degree option to student business incubation. The Institute also offers educational programs and support to K-12 educators interested in teaching entrepreneurship education.

The Entrepreneurial Institute at STCC was founded in 1998 to meet the growing demand for entrepreneurship (Continued on page 3)



Photos from top left to right:

* Blondell McNair, STCC student, displays her fashion business in the Incubator.

* EYE student entrepreneurs use computers to work on plans for a hot dog cart.

* K-8 students at STCC manufacturing "Playdough products".



INSIDE THIS ISSUE

FOCUS ON

* Meet the Winners of the 2003
Leavey Awards 1 & 2

* All Entrepreneurship All
the Time 1 & 3

* BONUS ACTIVITY
Accelerating Entrepreneurship
Everywhere 4 & 5

* Professional Development
& Resources 6

* CONTACT US 2



is committed to entrepreneurial excellence.

Membership is open to all who see entrepreneurship education as a priority.

Benefits to members include...

- networking with leaders nationwide
- conducting professional development forums and workshops
- developing and sharing new materials
- identifying young entrepreneurs as role models, and
- providing centralized information access to educators

For more information about the Consortium please contact . . .

The Consortium for Entrepreneurship Education

1601 West Fifth Avenue,
#199
Columbus, OH 43212

614-486-6538
Fax 419-791-8922
Cashmore@entre-ed.org
www.entre-ed.org

Managing Editor...
* **Cathy Ashmore**

Contributing Writers...

* **Carolyn Hallman**
Freedoms Foundation
Valley Forge, PA

* **Diane Sabato, Director,**
Entrepreneurial Institute,
Springfield Technical
Community College, MA

Freedoms Foundation *at Valley Forge*

Meet the Winners of the 2003 Leavey Awards (continued from page 1)

Each year up to 20 recipients receive a \$7,500 cash prize with one special award of \$15,000 if a particular entry is deemed to be meritorious. Since its inception in 1977, the Leavey Awards has honored more than 350 teachers and awarded nearly \$3 million.

Application details: http://www.freedomsfoundation.com/aw_nom.htm

As you consider nomination of an entrepreneurship teacher who has created an outstanding program or project it is useful to know more about the 2003 Leavey Award Winners

Nancy Beauchamp, Jefferson State Community College in Birmingham, Alabama

Project – “Free Enterprise Class”

Nancy, with the help of her Students In Free Enterprise team at Jefferson State Community College, sponsors a credit class where students learn how to run a small business. To date, the program through outreach has informed more than 900,000 on the importance of the private enterprise system.

Dr. Bruce Benson, Florida State University in Tallahassee, Florida

Project – “Economies of Native Americans”

Dr. Benson developed a course which focuses on the question of why the economies of American Indian groups and reservations have evolved so differently from the economies in most of the rest of the United States.

Wanda Booth, North Lakeland Elementary in Lakeland, Florida

Project – “Gingerbread Goodies”

Wanda's first grade class created their own specialized “Gingerbread Cookbook” and sold copies to earn money to purchase needed items as Christmas gifts for women and their children in a local shelter.

Martha Dickinson and Carole Moorman, Dundee Elementary in Dundee, Florida

Project – “Expression Reflectiononomics”

Martha and Carole worked with their special needs elementary and kindergarten students in creating, producing and selling an expression reflection mirror kit to enforce how one's feelings are affected by the economic choices they have to make.

Daniel Klein, Santa Clara University in Santa Clara, California

Project – “Civil Society Institute”

Klein founded and directs the Civil Society Institute at Santa Clara University. The Institute conducts weekly colloquiums for undergraduates and sponsors a lecture series on the topics of free markets and other classical liberal ideas.

Linda Placzek, Conestoga Magnet School in Omaha, Nebraska

Project – “Teaching and Learning about the American Economic System”

Teaching the American Economic System is a full school commitment at Conestoga Magnet School. Under the leadership of Linda Placzek, the entire school works on special economic projects including a Mini-Society, Stock Market Game, February Family Financial Fitness Seminar and Econolympics.

Dr. Phillip Waldrop, Georgia Southern University in Statesboro, Georgia

Project – “The Manufacturing Enterprise”

Dr. Waldrop leads the hands-on experience in the Manufacturing Enterprise designed to specifically provide students with an opportunity to learn how a manufacturing firm is created and operated within the private enterprise system.

Rafe Esquith – Meritorious Recipient, Hobart Elementary School in Los Angeles, California

Project – “Hobart Shakespearians”

Rafe Esquith's class of fifth graders from Hobart Elementary in Los Angeles, California come from Latino and Asian backgrounds in an area with a 92% poverty level. To help improve the quality of life for his students, Rafe devised the Hobart Shakespearean Economic System. His classroom is based on the American Free Enterprise. Children apply for a job, and receive a salary. Students save their money and pay their taxes and perform a work of Shakespeare every year.

For information about the Freedoms Foundation call 610-933-8825 or email <ffvf@ffvf.org>

All Entrepreneurship All the Time! (Continued from Page 1)

education. It has grown dramatically since its start and is a testament to the importance of entrepreneurship education for all ages and educational levels. The Entrepreneurial Institute is housed within the Andrew M. Scibelli Enterprise Center, whose primary mission is business startup and support. Thomas A. Goodrow, Vice President for Economic and Business Development and founding Director of the Entrepreneurial Institute, explains, "We started with a dream of creating a small business incubator and quickly realized that we had to add an educational component to balance the entrepreneurial experience for startups. Then, once the educational component began to develop, we realized that it had a systemic value in the community, that it could be used to instill a spirit of entrepreneurship throughout the K-14 educational system."

Photos top to bottom:

* YES! Students on NY buying trip

* Joseph Willis presents samples in the business plan competition

* Fifth grade students at STCC for Entrepreneur for a Day Program



NACCE 2nd Annual Conference

Overland Park, Kansas
October 10 - 13, 2004
Visit the NACCE
website to register and
for Scholarship info...
www.NACCE.com



Completely outfitted offices for tenants of the STCC Student Business Incubator

The Entrepreneurial Institute runs programs that meet the needs of a diverse group of students: the Entrepreneur for a Day program for elementary entrepreneurs; MiddleBiz, a middle school after school program; the YES! (Young Entrepreneurial Scholars) program for high schools throughout the region; the Community Foundation of Western Massachusetts Student Business Incubator; the E.Y.E. (Excellence in Youth Entrepreneurship) program for underserved urban youth; and the S. Prestley Blake Student Venture Center for accelerated student business incubation. A Student Innovation Center to promote entrepreneurship and innovation is the newest addition to the Institute's range of programs.

A one-stop center for entrepreneurship education serving over 2,500 individuals each year, the Entrepreneurial Institute is a coalescing force in the development and delivery of entrepreneurship education across the spectrum of present and future entrepreneurs. The opportunities for partnerships with area colleges and universities, school departments, national entrepreneurship organizations, successful area entrepreneurs and business support organizations are unlimited, reflecting the tremendous power of collaboration.

The benefits of a lifelong model coordinated at STCC include access to the college's facilities, resources, employees, students and interns. The central location and local and regional outreach of the community college lends itself to collaborations with community-based organizations that further enhance the program's mission. The Student Business Incubator has successfully piloted live case studies of the student businesses for Springfield College marketing students, Western New England College School of Law and its MBA program.

Sustainability of this education model, particularly in difficult fiscal times, is a critical part of long-term planning efforts. One of the most innovative creations to achieve this goal is STCC's Entrepreneurship Hall of Fame. The yearly induction banquet of the Hall of Fame serves as a fundraiser to help support the entrepreneurship programs offered through the Entrepreneurial Institute. Located in the Scibelli Enterprise Center, the Hall of Fame recognizes men and women from the region who have not only achieved business success, but have given back to the western Massachusetts community. They are visible local role models to inspire entrepreneurial students.

The National Association for Community College Entrepreneurship (NACCE) was founded by Springfield Technical Community College to promote entrepreneurship education and student business incubation at the community college level. STCC's Entrepreneurial Institute's lifelong learning model is one of many successful entrepreneurship programs at community colleges across the country. A national organization to share best practices and offer the means to replicate them will serve to support the growth of entrepreneurship education and student business incubation. In 2003, NACCE held its Inaugural Conference in Springfield, Massachusetts. The response from conference attendees was resounding. It was clear that the future holds bigger, brighter, and greater things for community colleges across the country, through entrepreneurship education.

The lifelong learning opportunities in entrepreneurship and the chance to actually start a business at the Student Business Incubator have enriched the region and changed students' lives. According to Jennifer Gondek, a recent YES! program graduate, "I recently competed in a business plan competition and I knew right away that this is what I want to do! I was in shock. I know taking classes in this field of work will help me throughout my life." Kevin Hanks, an STCC student and tenant in the Student Business Incubator concurs, "In the future, I hope to expand Mass-Bike into a well known establishment. If by any chance Mass-Bike were to fail in any way, I am not worried, because the skills I have learned will help me in starting and running a business, whether it is bikes, shoes, or key chains."

For information contact Diane Sabato, STCC - 413-755-6107, dsabato@stcc.edu

BONUS ACTIVITY

Accelerating Entrepreneurship Everywhere

EntrepreNews & Views

Published by the Consortium for Entrepreneurship Education
Columbus, Ohio

Volume 13 No. 2

The Consortium for Entrepreneurship Education is proud to present The National Content Standards for Entrepreneurship Education

Entrepreneurship is a key driver of our economy. Wealth and a high majority of jobs are created by small business started by entrepreneurially-minded individuals, many of whom go on to create big businesses. People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedoms, higher self-esteem, and an overall greater sense of control over their lives.

As a result, many experienced business people, political leaders, economists, and educators believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national, and global scale. It is with this in mind that the National Content Standards for Entrepreneurship Education were developed: to prepare youth and adults to succeed in an entrepreneurial economy.

Whether you wish to become an entrepreneur or be successful in a number of other career choices, the following curriculum opportunities will improve your chances of success:

Entrepreneurial Skills - Understands concepts and processes associated with entrepreneurial performance. They provide the unique expertise that entrepreneurs use during the entire process of creating and managing a business.

Ready Skills - The basic business knowledge and skills that are prerequisites or co-requisites for becoming a successful entrepreneur. They provide the developmental curriculum opportunities that enable individuals to operate in competition with the world and a context for experiences related to becoming an entrepreneur.

Business Functions - The business activities performed by entrepreneurs in managing the business and a source of knowledge and ideas that lead to new products and businesses. They provide the day to day skills that are essential to the success of any business, be it a home-based venture or a fast-growing corporation. They also provide the expertise that enables entrepreneurs and future entrepreneurs to see and create entrepreneurial opportunities.



Entrepreneurship education is a lifelong learning process, starting as early as elementary school and progressing through all levels of education, including adult education and community-based programs.

The fifteen Standards and their 403 supporting Performance Indicators are a framework for teachers to use in building appropriate objectives, learning activities, and assessments for their target audience. Using this framework, students will have progressively more challenging educational activities and experiences that will enable them to develop the insight needed to discover and create entrepreneurial opportunities. This lifelong learning map will develop the expertise needed for youth and adults to start and manage their own businesses successfully.

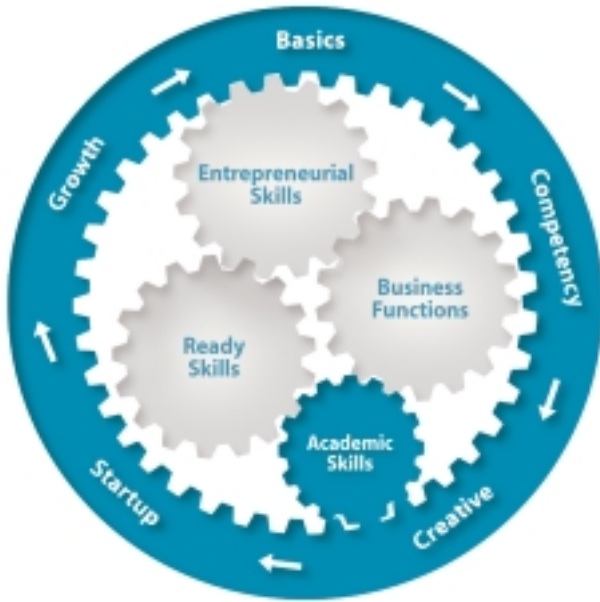
The Standards Toolkit is available to all for FREE on the Consortium website....<www.entre-ed.org>

You can download the standards in an Adobe file or in Word so that you can pick and choose Performance Indicators for your own needs. The Toolkit contains resources to use with the Standards, a PowerPoint presentation to help others understand the product, and the entire research process that developed the content based on input from entrepreneurs across the nation.

Announcing the new National Content Standards for Entrepreneurship Education

We asked entrepreneurs throughout the United States to tell us “what they do as an entrepreneur and what they need to know to do it” The result was three interlocking curriculum areas that are the gears that will keep our entrepreneurial culture strong and our economy moving forward into the future.

“ENTREPRENEURSHIP IS A KEY DRIVER OF OUR ECONOMY”



Questions for Discussion

See the online Toolkit for more detailed answers <www.entre-ed.org/Standards_Toolkit/>

1. What types of entrepreneurial skills might be part of each of the following sections:

*** Ready Skills**

- Business Foundations
- Communications & Interpersonal Skills
- Digital Skills
- Economics
- Financial Literacy
- Professional Development

*** Entrepreneurial Skills**

Entrepreneurial Processes

- Discovery
- Concept Development
- Resourcing
- Actualization
- Harvesting

Entrepreneurial Traits & Behaviors

- Leadership
- Personal Assessment
- Personal Management

*** Business Functions**

- Financial Management
- Human Resource Management
- Information Management
- Marketing Management
- Operations Management
- Risk Management
- Strategic Management

*** Academic Skills**

- English/language arts
- Mathematics
- Science
- Foreign languages
- Civics
- Economics
- Arts
- History
- Geography
- Technology literacy

2. Where have you had experiences or education related to any of these educational areas related to entrepreneurship?
3. How do the **Academic Skills** relate to your ability to become an entrepreneur?
4. How do the **Entrepreneurial Skills** relate to your ability to become an outstanding employee?
5. How would it be different to learn the **Business Functions** in the context of an employee versus an entrepreneur?
6. What is the purpose of the outside rim of the Standards logo above? (Hint....see Lifelong Learning Model in Toolkit)

The Ohio Council on Economic Education
The Ohio State University
College of Education
1900 Kenny Rd.
Columbus, OH 43210
12707.900125.61801

Non-Profit Org.
U.S. Postage
PAID
Columbus, Ohio
Permit No. 711

FORUM Scholarships available for teachers.

<WWW.ENTRE-ED.ORG>



PROFESSIONAL DEVELOPMENT & Resources

Page 6

FIESTA ENTREPRENEURSHIP!

22nd Annual Entrepreneurship Education FORUM,
November 13 - 16, 2004 in colorful downtown San Antonio, Texas. Join us to share ideas for entrepreneurship education with leaders from elementary, middle school, high school, community college, universities, adult education and community-based programs. It is a true "buffet" of creative program design. and professional development for educators. Scholarships available for teachers.

For details check our web page
at www.entre-ed.org



NACCE 2nd Annual Conference

Overland Park, Kansas October 10 - 13, 2004
Visit the NACCE website to register and for
Scholarship info.
www.NACCE.com

FREE RESOURCES

for TEACHERS in the Entrepreneurship Classroom
<www.entre-ed.org>

PUBLICATIONS OF NOTE

New from MarkED

* **Venture Ready: Preparing to Own Your Own**
A Curriculum Guide for the first year course in a two-year series. It focuses on the discovery and concept development processes from the new Entrepreneurship Standards.

* **Venture Open: Customer Ready**

This Curriculum Guide is for the second year course in entrepreneurship. It focuses on starting and running the business, the Actualization Process in the new Entrepreneurship Standards.

* **Entrepreneurship Activities**

Ideas for 50 + activities that can be infused in the Marketing Education Curriculum.

* **New LAP Modules**

Ideation - Opportunity recognition and its role in generating product and business ideas.

Own It Your Way - Learn how to start an online business venture.

Order toll free - 1-800-448-0398 www.Mark-ED.org